



A SECOND DECADE OF ENTERTAINMENT

Now entering its second decade of sponsoring the finest in entertainment, the 1993 Marlboro Music program brought some of the country's biggest names in entertainment to tens of thousands of people at five of the nation's most prestigious fairs and U.S. military installations from coast to coast.

For the second year, Marlboro Music presented stellar country music concerts at five premier fairs -- the State Fair of Virginia, the Mid South Fair in Memphis, Tennessee, the Greater Jacksonville Agricultural Fair, the Alabama State Fair and the State Fair of Louisiana. The concerts featured some of today's biggest and brightest names in country music -- Brooks and Dunn (Dunn, a Marlboro Music National Talent Roundup Winner), Alabama, Diamond Rio, Mark Chesnutt, Tracy Lawrence, Pam Tillis, Ricky Lynn Gregg.

For the past eleven years, with state-of-the-art production and the biggest names in the business, Marlboro Music has gained recognition among industry leaders as THE premier sponsor in the field of country music.

Since 1982, Marlboro has claimed many industry "firsts". In its first year of sponsorship, Marlboro brought together many of country music's biggest artists for arena shows. Names like The Judds, Ricky Van Shelton, Waylon Jennings, Kathy Mattea, Alabama and Randy Travis are all veterans of Marlboro Music's arena tours. Never before had so many names shared a single stage at a single event. During this period, Marlboro Music concerts were the first in country music to use video projection to augment spectacular sound and lights.

Working with the prestigious Country Music Foundation, Marlboro Music conceived and produced critically acclaimed festivals that brought to a market more than a week's worth of concerts, club performances and interactive workshops with instrumentalists like Chet Atkins and Albert Lee and songwriters such as Lyle Lovett, Guy Clark and John Hiatt.

For the fifth year, Marlboro Music sponsored concerts on military bases across the United States. Lynyrd Skynyrd, Damn Yankees, Drivin'-N-Cryin, Joe Walsh, John Anderson, 38 Special, played for American servicemen and women and their families for the benefit of Morale, Welfare and Recreation Fund on each military base.

From concerts at Madison Square Garden to our military base at Guantanamo Bay, Cuba, to the State Fair of Texas, Marlboro Music sponsorship is synonymous with top quality, first class entertainment for audiences across the United States and beyond.

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